

Revisiting Selected Themes from the “Investing in Creativity” Study: Support for Artists Pursuing Hybrid Work

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Premises

- **Artists and their work have a place in many facets of society—not exclusively in the conventional cultural sector.**
- **Artists have multiple types of relationships with publics.**

What is meant by “Hybrid”

- **Work at the intersection of arts and other fields and/or in places that are not part of the conventional cultural sector.**
- **Work that helps artists meet their personal artistic mission.**
- **NOT “day job and art work at night” or similar arrangement.**

Methods

- Literature and web-based document review.
- More than 140 interviews with artists and other parties relevant to artists working at the intersection of arts and other fields (instructors, employers, clients).
- Focus group discussions in New York, Los Angeles, Miami, and New Orleans as well as discussions with artists at various national gatherings.
- Participation in 22 professional meetings and events where related topics have been treated.
- Field research has included interactions with artists doing visual, performing, media, literary and multidisciplinary arts in nonprofit, public and commercial realms.
- This study also builds on research about training and professional development for visual artists, supported by the Emily Hall Tremain Foundation as well as the Arts and Culture Indicators Projects supported by the Rockefeller Foundation and LINC.



Motivations for Hybrid Work

- **Desire to be of service to communities and/or address specific societal issues/concerns.**
- **Desire to connect to multiple and non-traditional publics and markets—audiences, collectors/consumers, students, amateur artists, etc.**
- **Desire to deal with problems outside of the arts field and be at the cutting edge of problem-solving and invention, often in research contexts.**



Contextual Factors Affecting Hybrid Work

- Heightened consciousness about “creative economy,” “creative cities.”
- Current austere economic context.
- Expanded interest in innovation—technology and environment.
- Heightened interest in service and civic engagement.
- Revival of interest in comprehensive approaches to communities and quality of life.



Challenges in Supporting Hybrid Work

- **Education/training/professional development for this kind of work is still scarce although there is progress in some areas— “teaching artists” and work in the health field.**
- **Validation mechanisms for hybrid work are non-existent or poor fits.**
- **Artists doing hybrid work report that they feel isolated—lack networks that can provide professional and moral support.**
- **Connecting artists doing hybrid work to employment/compensation opportunities can be difficult.**



Challenges in Supporting Hybrid Work (continued)

- **Determining proper levels of compensation is problematic.**
- **Conventional thinking about art spaces— “artists’ live/work spaces,” “cultural districts”---are not necessarily consistent with artists’ needs.**
- **Given current practices, gathering recurrent reliable data about the number of artists doing hybrid work is even more challenging than gathering data about artists in more conventional arts careers.**



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